



BALAC

BRIDGING
Languages
&
Cultures



ONE OF THE MOST PRESTIGIOUS UNIVERSITIES IN THAILAND, WAS FOUNDED IN 1916 BY KING RAMA VI. The University sits on 500 peaceful acres in the middle of Bangkok. There are 19 academic faculties offering programs in the Arts and Science.

THE FACULTY OF ARTS, FOUNDED IN 1917, CONSISTS OF 11 DEPARTMENTS, namely, Thai, English, History, Geography, Library Science, Philosophy, Dramatic Arts, Eastern Languages, Western Languages, Linguistics and Comparative Literature. It also houses 2 programs: the Thai program and the BALAC international program. The international program is known by the name of Bachelor of Arts in Language and Culture (BALAC). It was established in 2008 and offers an interdisciplinary approach to the study of foreign languages and Cultural Studies.



BALAC
Bridging Languages and Cultures

The Bachelor of Arts in Language and Culture [BALAC] program is Chulalongkorn University's premier international liberal arts program and Thailand's first program in cultural studies. Since 2008, BALAC has prepared a wide range of students with 21st century humanities skills, knowledge and experiences they will need to succeed in today's interconnected world.

The new BALAC curriculum from 2018 offers concentrations in global and media cultures, in language study, along with more chances for local and global engagement, and workplace and research experience, all of which give BALAC graduates an edge for success.

An international program with a global mission since 2008, given a stronger global vision from 2018



: Focusing on learning to think critically, communicate clearly, and solve complex problems

INTRODUCTION

BALAC is an international program with an enhanced global vision. In our first decade, besides developing extensive international networks and relations with world-renowned universities, we have also increased our hiring of foreign staff and our student academic exchange schemes.

We regularly welcome twenty incoming exchange students each semester from China, Japan, France, Germany, the Netherlands and the United Kingdom among other countries, and send more than a dozen of our students abroad to universities on three continents. Our lecturers come from various countries and have done graduate studies at more than twenty different universities. To help realize the international mission of the Faculty of Arts and the university, 50 BALAC students regularly study abroad for a summer, a semester or a full academic year at a growing number of universities. And there are plans to further expand the international exchange opportunities for students, too. Already key to strengthening and expanding our teaching, our enhanced global vision is central to realizing the new curriculum for our students from 2018.

New concentrations in Global Cultures and Media Cultures, add to the one in Foreign Languages, enhancing opportunities for success.

: Internships for credit

: New research-based Senior Projects



From 2018, a new BALAC curriculum has expanded and diversified its offerings for students, and been given a stronger practical focus. Realizing that students need more than just knowledge for their success, the new curriculum offers students with learning opportunities and experiences to get an edge in today's global workplace.

Besides offering a concentration in a foreign language, as in the past, two new concentrations, one in global cultures and one in media cultures, will be available for students. Students will also have a wider range of courses to take, including independent study courses. Upper level students can also do an internship at a business or an organization for credit and focus on a capstone Senior Project.

BALAC has provided students facility in critical thinking, creative problem-solving, English proficiency, abilities in foreign languages, and deep awareness of how cultural and socio-political issues shape our changing world. This unique set of skills allows BALAC graduates many opportunities and avenues for success.

All BALAC lecturers and administrations and staff continue to pride ourselves in our students. BALAC alumni have gone on to succeed in many fields. Besides doing postgraduate studies at world-class universities like those at Oxford, Cambridge, St. Andrews, Yale, and Columbia, and many others, BALAC students have also prospered in diverse careers, whether in international organizations, such as the United Nations, in prominent government agencies, or in leading global companies.



Intense curriculum with a focus on diversity, creativity and critical thinking



: New curriculum providing more practical, real-world skills and experiences

: Giving an edge to graduates in today's global workplace.

CURRICULUM

Students are required to complete a total of 132 credits comprising

- General Education Courses 30 credits
- Program Courses 96 credits
 - Basic Course (27 credits)
 - Cultural Studies (45 credits)
 - Concentrations (24 credits)
 - Media Cultures *NEW*
 - Global Cultures *NEW*
 - Foreign Languages
- Free Elective Courses 6 credits

General Education Courses

- Reading Fundamentals
- Writing Fundamentals
- Reasoning
- Systematic Thinking OR Information Management
- Language Courses (6 credits) Chinese, French, German, Japanese, Spanish, Korea, Italian, Russian [min. 15 students required]

What Our Graduates Say about BALAC...



Surassa Fhaumuaypol
BALAC 6
[Digital Outreach Specialist]

“The BALAC Program helps students understand the world real people live and work in, not just about humans and language in general. BALAC students gain social intelligence skills and a global mindset which helps them stand out from those who have studied hard quantitative skills, most of which can be learned later in life. Beyond developing valuable skills for critical reading and precise writing, BALAC students also discover how to solve complex real world problems in original ways through teamwork and collaboration. These real world soft skills and accompanying situational

awareness impresses employers who know they cannot be easily taught, even in a master's degree program. This open flexibility allows BALAC students to enter onto many different career paths. The social, cultural and intellectual awareness acquired by immersion in a globally-oriented learning environment for four years prepares you to work in many areas of a complex and changing world. By studying everything from food, to media, to gender, to urban life, BALAC students generate a flexible open-minded perspective and worldly outlook on global complexity, along with strong problem-solving skills for that world. This invaluable knowledge and ability to creatively adjust to new situations is more important than any specific training or skill set given by other degrees. The BALAC edge comes from the diverse opportunities it offers to examine specific parts of the world with the critical skills and mindset of a global citizen.”

CURRICULUM

Basic Courses (27 credits)

- Critical Reading
- Academic Report Writing
- Public Speaking in Multicultural Society
- OR Business and Professional Writing
- General Philosophy
- OR Basic Thoughts of Asia
- OR History of Western Ideas [2 out of 3]
- Asia and the Making of the Modern World
- The West and the Making of the Modern World
- Language in Sociocultural Contexts
- Thai History

Cultural Studies Courses (45 credits)

Core courses (12 credits)

- Introduction to Cultural Studies I
- Introduction to Cultural Studies II
- Introduction to Literary Studies
- Introduction to Gender Studies

Free elective courses (33 credits)

- Cultures and Narratives
- Food and Culture
- Cultures of the Body
- Culture and Things
- Urbanism & the Cultural Politics of Space
- Introduction to Anthropology
- Popular Cultures
- Human Geography
- Selected Study in Cultural Studies I
- Selected Study in Cultural Studies II
- Selected Study in Cultural Studies III
- Selected Study in Cultural Studies IV
- Senior Project
- Internship
- Everyday Life Cultures
- Science and Culture
- Technology and Culture
- Culture and Politics
- Thai language and Culture
- Thai literature and Culture
- Cultures and Counter cultures from 1945
- Independent Study in Cultural Studies I
- Independent Study in Cultural Studies II



Pawina Watanapa
BALAC 7
[Program participant "Fellow" of 2018
Teach For Thailand, 5th cohort]

"Having been learning through discussions and participating in opinion-based classrooms, I think BALAC has taught me to express myself, crystallise my ideas, and observe certain nuances I hadn't been able to before. It's the communicative, humanitarian, and free-spirited mindset that helps me work as part of the organisation, and as a teacher."



Xiuying Tsay
BALAC 7
[Pastry cook trainee at
Park Hyatt Bangkok]

"Studying in BALAC is one of best decisions I've made. Many people mistakenly believe that BALAC is only about academic study, just in languages, with little practical value. But after graduating from BALAC, I've found that the cultural understanding I gained is important and can be applicable in ANY job or field. Now I am working as a Pastry cook trainee, and I found my experiences in BALAC, especially my French language, to be very useful. By being able to communicate with French chefs, I have a distinct advantage at work."

CURRICULUM

Concentrations (24 credits)



Media Cultures

- Media Histories
- Film Analysis
- Visual Culture
- World Performance
- Music and Culture
- Literature and Film
- Contemporary Literature in English
- Dracula and Modern Culture
- Popular Fiction
- Culture and the Creative Industries:
PR and Marketing
- Consumer Cultures
- Critical media studies
- Selected Study in Media Cultures I
- Selected Study in Media Cultures II

Global Cultures

- Culture and Globalization
- Transnational Mobilities
- Modern Frontiers
- Global Governance
- Global Asia
- Global Europe
- Postcolonial Culture
- Thailand and the World
- Culture and Economy in
Global Contexts
- Literature and Transnationalism
- Foundation of Economics
- Foundations of Political Economy
- Selected Study in Global Cultures I
- Selected Study in Global Cultures II



Alissaya Tsoi

BALAC 1
[BA - MC, TV Host, Actress
(Entertainment) MA - Ent,
moderator, T.A., Translator,
TV content creator, guest
speaker
Present - Ent University
lecturer, Artistic Director of
YELO House]

“The BALAC program prepared me to multi-task using the knowledge I gained from lecturers and international exchange students. Critical thinking and writing also deepened the way I see the world and extended my cultural awareness. Being able to understand situations from various perspectives helps me creatively complete each task.”



**Theppadol
Punyatipat**

BALAC 6
[UNHCR (UN High
Commissioner for Refugees)
Registration Assistant,
Protection Department]

“BALAC has given me a personal and intellectual confidence from its interdisciplinary teaching in a multicultural environment. The program equipped me with an ability to view the world through a cultural lens, which gives a broader vision while still embracing the distinct identity of each individual. This way of seeing things helps a lot in my daily life, both when working with people from different cultural backgrounds and when trying to make sense of the way things are done in ordinary settings.”

Japanese

- Basic Japanese I
- Basic Japanese II
- Intermediate Japanese I
- Intermediate Japanese II
- Japanese Listening Skills
- Intermediate Japanese III
- Japanese Writing Skills I
- Japanese Speaking Skills I
- Japanese Writing Skills II
- Japanese Speaking Skills II
- Japan, Then and Now
- Japanese Business
- Introduction to Kanji Studies
- Selected Study in Japanese Language or Culture I - IV

Spanish

- Basic Spanish I
- Basic Spanish II
- Intermediate Spanish I
- Intermediate Spanish II
- Intermediate Spanish III
- Spanish Reading Skills
- Spanish Speaking Skills I
- Spanish Speaking Skills II
- Spanish Writing Skills I
- Spanish Writing Skills II
- Spanish for Tourism
- Spanish for Business
- Selected Study in Spanish Language or Culture I - IV

Chinese

- Basic Chinese I
- Basic Chinese II
- Intermediate Chinese I
- Intermediate Chinese II
- Basic Chinese Speaking Skills
- Intermediate Chinese Speaking Skills
- Chinese Language and Culture
- Chinese from media
- Chinese Reading Skills
- Chinese for Business
- Chinese Writing Skills
- Reading of Chinese Non-Literary Texts
- Selected Study in Chinese Language or Culture I - IV

German

- Basic German I
- Basic German II
- Intermediate German I
- Intermediate German II
- German Reading Skills I
- German Reading Skills II
- German Writing Skills I
- German Writing Skills II
- German Speaking Skills I
- German Speaking Skills II
- Selected Study in German Language or Culture I - IV

French

- Basic French I
- Basic French II
- Intermediate French I
- Intermediate French II
- French Speaking Skills I
- French Speaking Skills II
- French Reading Skills I
- French Reading Skills II
- French Writing Skills I
- French Writing Skills II
- Selected Study in French Culture
- Selected Study in French Language
- Selected Study in French Language or Culture I - IV

Korean

- Basic Korean I
- Basic Korean II
- Intermediate Korean I
- Intermediate Korean II
- Korean Speaking Skills I
- Korean Speaking Skills II
- Korean Writing Skills
- Korean Reading Skills
- Korean Culture
- Korean Movies
- The Use of the Korean Language I
- Korea Today
- Selected Study in Korean Language or Culture I - IV

Italian

- Basic Italian I
- Basic Italian II
- Intermediate Italian I
- Intermediate Italian II
- Italian Speaking Skills I
- Italian Speaking Skills II
- Italian Reading Skills
- Italian Writing Skills
- Contemporary Italy
- Italian for Tourism
- Italian in Business and Industrial Sectors
- Contemporary Italian Literature
- Introduction to Italian Art
- Selected Study in Italian Literature
- Selected Study in Italian Culture
- Selected Study in Italian Language or Culture I - IV

Russian

- Basic Russian I
- Basic Russian II
- Intermediate Russian I
- Intermediate Russian II
- Intermediate Russian III
- Russian Reading Skills
- Russian Speaking Skills I
- Russian Speaking Skills II
- Russian Writing Skills I
- Russian Writing Skills II
- Russian for Tourism
- Russian for Business
- Selected Study in Russian Language or Culture I - IV

BALAC is a springboard that launches us into a world of opportunities...

Here's What Our Graduates Say about BALAC...



April Cummings
BALAC 7

[United Nations Development Programme (UNDP) Digital Media Intern, Bangkok Regional Hub]

“Cross-cultural knowledge is one of the most crucial skills I have developed throughout my 4 years in BALAC. Working in an international organization, amongst diverse groups of people, requires me to be able to adapt and improvise according to my surroundings, and to have a better understanding of our globalised world.”



Pachar Kititeekakul
BALAC 1

[International Student Advisor / Lecture, Bangkok University International] Master Of Arts In Social Anthropology, SOAS, University Of London, United Kingdom, 2013 - 2014

“BALAC not only provided the best academics, but also provided me with a positive attitude and the right life skills that made me into a better person. Throughout my four years in BALAC, I learned to become tolerant, open-minded, appreciative of cultural diversity and understanding towards other human beings. I have been able to thrive in my career and connect with my students because of those qualities.”



Nina Simpson
BALAC 7

[Marketing Executive]

“BALAC has equipped me with valuable knowledge and global understanding, and, more importantly, with essential skills for critical thinking, problem solving and communications that allow me to continuously learn and grow academically, socially and professionally. As the world is rapidly and constantly changing, the ability to adapt and understand these changes is crucial and is an important part to mastering the art and craft of success.”



Nisara Sittatikarnvech
BALAC 3

[Content editor at Line Today] Exchange student at Waseda University, School of International Liberal Studies from 2012 - 2013

“Fluent communication skill, creativity and analytical thinking are the 3 major things I got from my 4 years in BALAC. The program taught all of us to look at the world from different perspectives and to examine things deeply, not only at a surface level. We learned to analyze matters or incidents from their core for a better understanding. Combining all these skills and applying them to work, as taught in BALAC, has been very useful and practical!”



Nattanun Werawutiwong
BALAC 4

[Ipsos Business Assistant Consultant]

“As a consultant, I solve the problems for my clients. To do so, I need to understand every variable for each of them has its own impact on the problem. Though BALAC does not offer me any popular skillsets for the market, it taught me to observe things differently which, in my opinion, is also vital for my career life.”



Panisa Tripop
BALAC 6

[Online Content Editor, Ookbee Co., Ltd., Author “Wolf Town”]

“Apart from laying a strong foundation in English skills, BALAC groomed me to think outside the box and step out of my comfort zone to keep challenging myself. Above all, it inspired me to write countless stories that are daring and out of the norm.”



Pinnaree Yontarak
BALAC 2

[Project manager and piano teacher, Nat Studio; Music therapist, Bangkok Hospital]

“BALAC opened my eyes and my mind to various ways of thinking from different cultures and traditions. BALAC taught me to see the bigger picture and to be able to find a thread through little details within it. This prepared me to better adapt to unexpected situations and to be able to read into how people communicate and to see the true ideas behind them.”



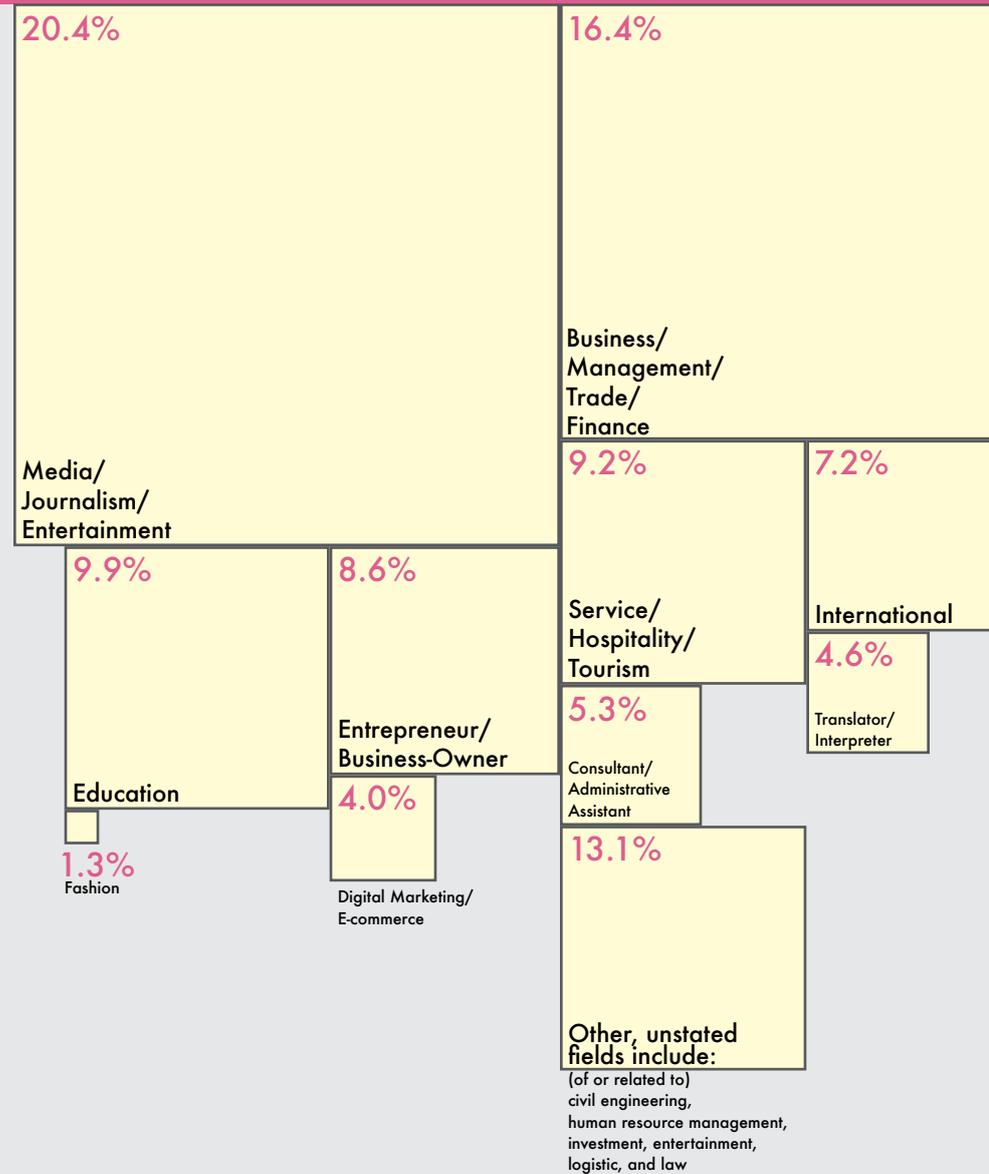
Porranee Singpliam
BALAC 2

[BALAC Lecturer, Ph.D. in International Culture and Communication Studies, Waseda University]

“BALAC’s interdisciplinary program prepared me for my future career and shaped my perspectives towards society. The program not only focuses on languages but also emphasizes the intersectionality between cultural studies and lived experience. The cultural studies’ courses I learned at BALAC prepared me for my academic career today.”

ALUMNI

BALAC Alumni Careers



Pasavit Boonkongchuen
BALAC 4
[AP Payment Analyst (Italian speaker) ExxonMobil Limited]

“There is nothing outside of the text’ was probably the most repeated quotation of Jacques Derrida I heard during my time in BALAC. As incomprehensible as it may sound, it taught me how important words and communication are in life. This is because language, much like life itself, builds on the meanings of all those that came before it, and exists only in relation to others around it. Hence, probably the most important thing BALAC has prepared me for is to handle my life knowing that I will have to ‘live’ with other people. This knowledge and experience is something I will treasure and cherish every day of my life.”



Setthawut Thongmee
BALAC 2
[Foreign Affairs Officer, International Training Centre in Astronomy under the auspices of UNESCO, National Astronomical Research Institute of Thailand]

“BALAC introduced me to a more inclusive sphere that I didn’t know existed – but that I was craving for. Professionally, it give me an ability to understand and interact with myself and people around me. Personally, it provided a diverse environment that nourished my self-esteem and that came with ideas and reasons why it did just that.”



Tientip Chalokkongsawong
BALAC 6
[Thai Red Cross]

“Career-wise, BALAC gives you more than enough opportunities to master your language skills, learn to think in a coherent, unconventional way, and be understanding of different cultures in today’s increasingly multicultural work environment. Yet, it goes beyond that. It molds you into a person who is aware, deconstructs the unfounded prejudices you didn’t know you had, and explores what it’s like to be human. BALAC, where you learn to live, and are prompted to ponder.”



Wisarut Homhuan
BALAC 4
[Owner of WRITE by WISARUT Freelance Actor Bilingual MC/ Show Host Acting Coach/Lecturer]

“Studying in BALAC and in at Faculty of Arts provides critical cultural understanding and life management skills. I have integrated diverse interdisciplinary subjects like Philosophy, Cultural Studies, and many others into my work, and they became part of the brand I created. I made artistic values and cultural knowledge part of my business”

New humanities education for local and global engagement

INTERNATIONAL EXCHANGE PROGRAMS,
SUMMER INTERNATIONAL PROGRAMS &
INTERNATIONAL LEARNING
OPPORTUNITIES ON CAMPUS

Australia, China, Czech Republic, Finland, France, Germany, Ireland, Italy, Japan,

Netherlands, Philippines, Spain, South Korea, Sweden, Switzerland, Taiwan, UK, USA

: 30+ inbound foreign exchange
students from 10+ countries

: 50+ outbound BALAC students
studying at foreign universities

: Lecturers from 6 countries,
graduate study experience
in 10+ countries



**INTERNATIONAL EXCHANGE PROGRAMS,
SUMMER INTERNATIONAL PROGRAMS &
INTERNATIONAL LEARNING
OPPORTUNITIES ON CAMPUS**



BALAC Get Together 2016



Comfortable City, AIMS-HU Student Seminar, 2016



BALAC Students in Spain



BALAC Students in Hawaii



The delegation of the ASEAN Exchange Program 2017, Thai-Indonesian Cultural Presentation



Final Presentations from Students of Hiroshima University, 2016



BALAC Students in Debrecen Summer School, Hungary



BALAC Students in France



Orientation for Incoming Exchange Students 2017



Orientation for Incoming Exchange Students 2018



BALAC Exchange at Leiden University (Campus the Hague), Netherland



BALAC Students in Exchange Program in Japan



BALAC Exchange student at Victoria University of Wellington, New Zealand.



BALAC Students : Volunteer in Jaipur, India



BALAC Students : Volunteer in Egypt



BALAC Exchange at Sciences-Po, Reims, France



BALAC Students in Asian Undergraduate Summit 2018, Singapore



BALAC students: Internship in Philippines

Learning to thrive in a world needing creative solutions to complex problems



BALAC TALK 1, 2018
Mr. Kong Rithee, the long-time renowned film and culture critic at the Bangkok Post



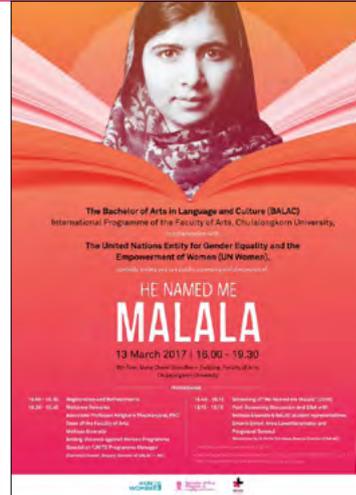
BALAC TALK 2, 2018
Language and Culture in the Life of a Thai Diplomat



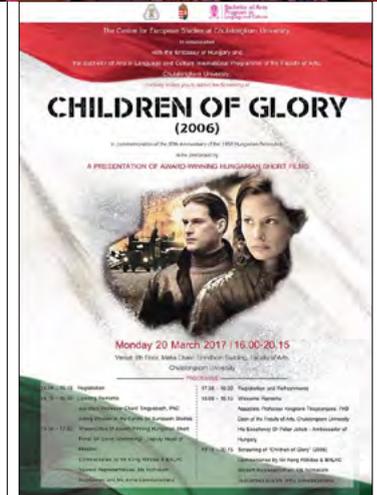
BALAC TALK 3, 2018
Music in cultural relation with Nat Yontarak and family



BALAC TALK 4, 2018
A Thai Contribution to Global Dialogue by Professor Emeritus Dr Chetana Nagavajara



The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women)



BALAC lecture in Munich, 2018



BALAC Students in Food Festival, 2018



The Metropolis: BALAC Open House 2017



State-of-the-art facilities in a lush, green campus, right in the heart of Bangkok

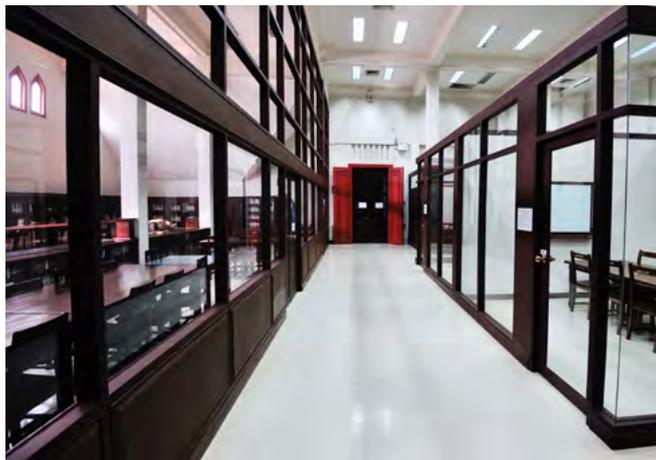
FACILITIES



Chulalongkorn University Main Library



Chulalongkorn University Auditorium



Humanities Information Center
BALAC



Learning Commons



Chulalongkorn University Music Hall



Memorial Hall of Chulalongkorn University



Chulalongkorn University Main Street



Chulalongkorn University Sports Complex



Chulalongkorn University Stadium



Chulalongkorn University Centenary Park

ADMISSION

Qualifications of Applicants

To apply to our program, prospective students are required to:

- (1) have completed, or be presently enrolled in their final year of secondary school, the equivalent of Mathayom 6 (grade 12 in the US system or year 13 in the British system); GED or IGCSE as an equivalent study at high school (M6) will be also taken into consideration.
- (2) have attained a satisfactory score on one of these English proficiency tests and one of these aptitude tests, depending on the period of appliance.

REQUIREMENTS *for* PROSPECTIVE STUDENTS

Completed OR in M.6 / Grade12 OR IGCSE (= M.6)

FIRST ROUND

ENGLISH PROFICIENCY TESTS:

TOEFL ≥ 240 /
 ≥ 587 / ≥ 95

OR

IELTS ≥ 7.0

OR

CU-TEP ≥ 90

APTITUDE TESTS:

CU-AAT (Verbal) ≥ 480

OR

SAT ≥ 480
(Evidence-Based
Reading and Writing)

OR

ACT (English) ≥ 22

**** NO WRITTEN EXAMINATION ****

**** The chosen candidates of this round will proceed to the interview ****

SECOND ROUND

ENGLISH PROFICIENCY TESTS:

TOEFL ≥ 213 /
 ≥ 550 / ≥ 79

OR

IELTS ≥ 6.5

OR

CU-TEP ≥ 80

APTITUDE TESTS:

CU-AAT (Verbal) ≥ 400

OR

SAT ≥ 450
(Evidence-Based
Reading and Writing)

OR

ACT (English) ≥ 18

**** The chosen candidates of this round will proceed to the written examination and to the interview. ****

BALAC Office

Room 712
Boromrajakumari Building
Faculty of Arts
Chulalongkorn University
Phayathai Road
Pathumwan
Bangkok 10330

02-218-4641

balac.chula@gmail.com

www.arts.chula.ac.th/~balac/web/

FB: [balac.chula](https://www.facebook.com/balac.chula)



CU-TEP and CU-AAT

Chulalongkorn University
Academics Testing Center
3rd Floor
Jamjuree Building 8
Chulalongkorn University
0-2-218-3717
cuatc@chula.ac.th
www.atc.chula.ac.th

Office of Academic Affairs

Faculty of Arts, Chulalongkorn University
02-218-4875

Office of International Affairs and Global Network

Chulalongkorn University
02-218-3331
int.off@chula.ac.th
www.inter.chula.ac.th

